



BC SEAFOOD FESTIVAL & EXPO

PARTICIPATION PACKAGE

JUNE 7 - 16, 2019 | COMOX VALLEY | VANCOUVER ISLAND



Western Canada's Largest Seafood Festival
BCSeafoodFestival.com | BCSeafoodExpo.com

LEVERAGING WESTERN CANADA'S LARGEST SEAFOOD EVENT

Unprecedented growth. If one phrase could sum up the BC Seafood Festival, this is it. Across all facets of the Festival, Western Canada's largest, unprecedented growth has occurred through new events and ticket sales, massive BC and International Chef engagement, expanded seafood industry and buyer participation, and extensive marketing and media coverage. The results, valuable exposure and awareness for participating businesses, sponsors, the many events and producers, and reflect the importance and interest in the BC seafood industry worldwide.

2019 brings an incredible opportunity for Festival partners to enhance their own marketing and business development objectives, by collaborating within this rapidly expanding event.



For more information: call 250.334.2427 or email info@InvestComoxValley.com

SPONSORSHIP OPTIONS

BC SEAFOOD FESTIVAL/EXPO SPONSORSHIP	PRESENTING FESTIVAL	TITLE SIGNATURE EVENT \$10,000	TITLE FESTIVAL EVENT \$5000	PROGRAM \$2500	COMMUNITY OR INDUSTRY \$1000
Company name/logo on all applicable marketing material (print, poster, website)	All locations	✓ 75% size	✓ 50% size	✓ 25% size	✓ 25% size
Company exposure at BCSeafoodFestival.com or BCSeafoodExpo.com	✓ business profile	✓ 75% size	✓ 50% size	✓ 25% size	✓ 25% size
Exposure on festival social media channels and e-blasts	✓	✓	✓	✓	
Full-screen logo displayed on TV screens @ Vancouver Island Visitor Centre	✓	✓	✓		
Logo on hard copy Festival tickets (time-sensitive)	All tickets	Signature Event ticket	Festival Event ticket		
Advertising space in Official Festival or Expo Program Guide	full page (+\$750 value)	full page (+\$750 value)	half page (+\$250 value)		
Advertising space in BC Seafood Month insert (+100K distribution)	half page (+\$599 value)	half page (+\$599 value)	quarter page (+\$349 value)		
Banners displayed at key Festival or Expo events	✓ All events	At sponsored event	At sponsored event		
Onsite display at Expo, Signature Weekend or Festival events	✓ All events	At sponsored event	At sponsored event		
Signature Weekend Event tickets #	25	10	5		
BC Seafood Expo registrations (includes International Buyers Reception)	4 (+\$500 value)	4 (+\$500 value)			
First right of refusal for 2019 festival	✓	✓			

PREFERRED SUPPLIERS SPONSORSHIP OPPORTUNITIES

Leading businesses and suppliers looking to generate increased awareness can become the preferred official supplier of numerous events occurring during western Canada's largest seafood festival.

Opportunities include: ✓ Garbage / Recycling Management ✓ Shuttle & VIP Transportation ✓ AV/Sound Management
 ✓ Official Insurance Provider ✓ Event Rental Provider ✓ Event Signage Supplier

In-kind sponsorships available to preferred suppliers at a ratio of 3:1 (ie. \$3k of in-kind value to \$1k sponsor value)

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SPONSORSHIP OPTIONS

A robust and targeted series of top consumer and industry events and programs are available for sponsorship, providing businesses and organizations a distinct marketing and awareness advantage. Associated sponsor benefits can be found on the following Sponsorship grid page.

Signature Event Presenting Sponsor \$10,000

- 1 **BC Seafood Expo** June 12 & 13
- 2 **International Buyers Reception & Dinner** June 12
- 3 **Gala Dinner** June 14
- 4 **Shucked!** June 14
- 5 **Chef Demo Stage** June 15 & 16
- 6 **Festival Chef Competition & Junior Chef Competition** June 15 & 16
- 7 **Baked n'Boiled Kitchen Party** June 15

Event Experience Presenting Sponsor \$5,000

- 1 **Bounty** June 16
- 2 **Entertainment Stage** June 15 & 16
- 3 **Kids Ocean Experience Stage** June 15 & 16
- 4 **Expo Program Sponsorships**

Festival Program Sponsorships \$2,500

- 1 **International Media Program** June 7 - 16
- 2 **Domestic Media Program** June 7 - 16
- 3 **International Chef Program** June
- 4 **International Buyers Program & Tour** June
- 5 **Trade Expo** June 12 & 13
- 6 **Volunteer Program** June 7 - 16

Competition Presenting Sponsor \$5,000

- 1 **Oyster Shucking Championship** June 15
- 2 **Best Caesar of Festival Competition** June 16
- 3 **Chowder Competition** June 16

Associate or Corporate Sponsorships \$1,000+ *cash and/or in-kind*

- 1 **Beer, Wine and Spirits Sponsors**
- 2 **Food Supplier Sponsors**
- 3 **Communications Sponsors**
- 4 **Official Hotel Sponsors**

Additional Sponsorship Opportunities

- Community or Industry Partnerships** \$500 or more
- Friends of the BC Seafood Festival** up to \$500
- BC Seafood Excellence Restaurant Award** \$500
- BC Seafood On Your Plate**
- Winning Seafood Restaurant Prize** \$1,000



For more information: [call 250.334.2427](tel:250.334.2427) or [email info@InvestComoxValley.com](mailto:info@InvestComoxValley.com)

PARTICIPATION OPTIONS

Events & Campaigns

BC SEAFOOD ON YOUR PLATE - JUNE 7 – 16

Participation Fee: \$300/restaurant or \$200 for BC Restaurant & Food Services Association Members

Restaurants throughout British Columbia are invited to showcase BC shellfish and/or seafood dining options during the Festival to drive increased business, in celebration of BC Seafood Month and the BC Seafood Festival. Receive inclusion in a social media and print marketing BC Seafood on Your Plate Campaign.

HOST A FESTIVAL EVENT - JUNE 7 – 16

Participation Fee: No Charge, Online Ticket Sales Agreement Required

Create an event and become one of over 30 BC Seafood Festival events included in an extensive multi-media marketing campaign for the Festival, including online and Vancouver Island Visitor Centre ticket sales support.

BC SEAFOOD EXPO TRADE SHOW - JUNE 12 & 13

SIGNATURE FESTIVAL EVENT - JUNE 14 – 16

Tasting Stations and/or Interactive Display Space, 2500 - 3000 attendees

Participation Fee: Tasting Ticket Sharing System and/or \$200 Exhibit/Display

This event celebrates the touch, tastes, and sounds of BC's best shellfish and seafood products; with shellfish and seafood producer-focused tasting booths, celebrity chef cooking demonstrations, competitions (see below), interactive educational booths, live music, and craft beer and BC wine tasting stations.

Competition Registration Options

ANNUAL CHOWDER CHALLENGE - JUNE 15 – 16

Compete for the title of Best BC Seafood Festival Chowder. Winner receives trip to Vancouver to compete in the Vancouver Aquarium Chowder Chowdown.

FANNY BAY OYSTERS SHUCKING CHAMPIONSHIP - JUNE 15 – 16

Compete for the title of BC Seafood Festival's Fanny Bay Oyster Shucking Champion. Winner receives a trip to Prince Edward Island to compete in the Raspberry Point International Oyster Shucking Championship as part of the PEI International Shellfish Festival.

BC SEAFOOD FESTIVAL CHEF CHALLENGE - JUNE 15 – 16

This most prestigious event of the Festival is the pinnacle of challenge for BC and Pacific West Coast Seafood Chefs with semifinals starting Saturday, June 15th. Don't miss the grand finale on Sunday, June 16th to wrap up the Festival. Top Canadian, BC and Pacific North West Chefs will test their skills at creating signature seafood creations. This is a high stakes black box competition where \$5,000 cash is on the line and is sure to quickly become the crowd favourite as chefs go head-to-head under the pressure of a live audience.

JUNIOR CHEF CHALLENGE - JUNE 15 – 16

REGISTER TODAY!

FMI, visit BCSeafoodFestival.com

2019 BC SEAFOOD EXPO SPONSORSHIP REGISTRATION

June 12 - 13, 2019 – Florence Filberg Centre & Native Sons Hall, Courtenay, BC

First Name: _____ Last Name: _____
 Company: _____ Job Title: _____
 Email: _____ Phone: _____
 Address: _____
 City: _____ Province/State: _____ Postal/ZIP: _____

Which of the following best describes your company/organization:

- Producer
 Processor
 Industry Supplier
 Distributor
 Exports & Trade
 Food & Beverage
 Industry Association
 Media
 Government
 Other: _____

BC SEAFOOD EXPO SPONSORSHIP OPTIONS	Price	Total (\$)
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Please see attached Sponsorship Options grid for detailed inclusions

- | | | |
|---|----------|-------|
| <input type="checkbox"/> Associate or Corporate Sponsor | \$1,000 | _____ |
| <input type="checkbox"/> Expo Program Sponsor | \$2,500 | _____ |
| <input type="checkbox"/> Presenting Experience or Competition Sponsor | \$5,000 | _____ |
| <input type="checkbox"/> Presenting Signature Event Sponsor | \$10,000 | _____ |
| <input type="checkbox"/> Other Sponsorship as Negotiated | | _____ |

- | | | | |
|--|------------|-------|-------|
| <input type="checkbox"/> Trade Show Exhibitor (\$625 after May 1, 2019)
8' x 8' booth area with an 8' high drapery back wall and a 3' high drapery side wall,
one All Access Pass* (see below), electrical plug, 6' skirted table and chairs and wifi. | Early Bird | \$525 | _____ |
|--|------------|-------|-------|

***BC Seafood Expo - All Access Pass**

Includes BC Seafood Expo Trade Show floor and Seminar access, two keynote presentations, two networking lunches, and the International Buyers Reception.

Subtotal: _____
Tax (5%): _____
Total: _____

Trade Show forms can be emailed to:
admin@investcomoxvalley.com or faxed to 250-334-2414

Please return form and make cheque payable to:

Comox Valley Economic Development
 #200-580 Duncan Ave
 Courtenay, BC V9N 2M7

CHEQUE
 VISA
 M/C
 CASH
 INVOICE
 Credit Card#: _____
 Expiry Date: _____
 Name on card: _____
 Billing Address: _____

For more information please see www.bcseafoodexpo.com or email geoff@investcomoxvalley.com or call 250-334-2427 x 225